

Columbia College Chicago  
Major: Marketing Communications

College of DuPage  
Major: Marketing

### EQUIVALENT COURSES

<b>College of DuPage Course</b>	<b>Credits</b>	<b>Columbia College Chicago Equivalent</b>
<i>Core</i>		
SPEE 1140 Public Relations	3	54-1700 Introduction to Public Relations
MARK 2210 Principles of Marketing	3	54-1500 Integrated Marketing Comm.
<i>Advertising</i>		
ADSG 2207 Media Campaign	3	54-2601 Advertising Workshop
MARK 2240 Advertising	3	54-1600 Introduction to Advertising
<i>Marketing</i>		
MARK 2220 Sales or	3	54-1503 Intro to Sales & Sales Management
MARK 2230 Retailing	3	
<i>Departmental Electives</i>		
ADSG 2208 Portfolio Seminar	3	54-3604 Portfolio Development
MARK 2250 Business to Business	3	54-2603 Business to Business Advertising

(Revised 3/06)